

ABSTRAK

Praktik koleksi kartu Pokémon dalam komunitas digital tak lagi dimaknai sekadar aktivitas hobi, melainkan juga sebagai sarana pembentukan nilai simbolik dan status sosial. Pada penelitian ini bertujuan untuk menganalisis pembentukan makna kartu Pokémon serta praktik conspicuous consumption dalam komunitas Discord Motion IME berdasarkan perspektif Thorstein Veblen. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa wawancara semi-terstruktur dan observasi pasif. Informan dipilih melalui purposive sampling, sedangkan data dianalisis menggunakan analisis tematik. Hasil penelitian menunjukkan bahwa nilai kartu Pokémon dibentuk melalui kelangkaan, kondisi kartu, nostalgia, dan nilai ekonomi yang dikonstruksi melalui interaksi komunitas. Nilai tersebut menghasilkan posisi sosial yang diperkuat melalui praktik menampilkan koleksi, validasi sosial, serta pengakuan antarkolektor. Penelitian ini menyimpulkan bahwa conspicuous consumption pada komunitas Motion IME berlangsung secara kontekstual, di mana prestise terbentuk melalui pengakuan komunitas yang memahami nilai simbolik kartu Pokémon, bukan melalui pertunjukan kekayaan kepada masyarakat luas.

Kata Kunci: *conspicuous consumption*, kartu Pokémon, komunitas digital, status sosial, Discord Motion IME.

ABSTRACT

Pokémon card collecting in digital communities has evolved beyond a leisure activity into a practice of constructing symbolic Value and social status. This study aims to analyze the construction of Pokémon card meanings and the practice of conspicuous consumption within the Discord Motion IME community from Thorstein Veblen's perspective. This research employed a descriptive qualitative approach using semi-structured interviews and passive observation. Informants were selected through purposive sampling, while the data were analyzed using thematic analysis. The findings reveal that Pokémon card Value is constructed through Rarity, card condition, nostalgia, and economic Value shaped by community interactions. These Values generate social positions that are reinforced through collection displays, social validation, and recognition among collectors. This study concludes that conspicuous consumption within the Motion IME community operates contextually, where prestige is achieved through recognition from a community capable of interpreting the symbolic Value of Pokémon cards rather than through displaying wealth to the general public.

Keywords: *conspicuous consumption, Pokémon trading cards, digital community, social status, Discord Motion IME.*